

Sub B 17

29 (New) --A method comprising:
2 presenting a broadcast to a viewer;
3 receiving viewer feedback to the broadcast;
4 generating a rating of the broadcast based at least in part on the received
5 viewer feedback to the broadcast, the rating indicating a likelihood of interest in the
6 first broadcast for potential subsequent viewers; and
7 providing the rating of the broadcast to potential subsequent viewers.

1 30. (New) -- The method of claim 29 wherein receiving viewer feedback comprises
2 receiving viewer feedback after a broadcast.

31 (New) --The method of claim 29 wherein receiving viewer feedback comprises
2 providing a questionnaire in response to a request from a viewer to provide feedback.

1 32. (New) --The method of claim 31 wherein the request from a viewer comprises an
2 identification of one from among a list of recently viewed broadcasts.

1 33. (New) --The method of Claim 29 wherein receiving viewer feedback comprises
2 receiving answers to a questionnaire, the questionnaire including questions that are specific
3 to the broadcast.

1 34. (New) --The method of claim 29 further comprising offering an incentive to the
2 viewer to encourage the viewer to provide viewer feedback.

1 35. (New) --The method of claim 29 wherein receiving viewer feedback comprises
2 receiving viewer feedback at a programming guide server from a system controller of a
3 viewer entertainment system.

1 36. (New) --The method of claim 29 further comprising receiving viewer
2 characteristic information along with the viewer feedback.

1 37. (New) -- The method of claim 36 further comprising storing the viewer
2 characteristic information in a system controller of a viewer entertainment system.

AI
cont
1 38. (New) -- The method of claim 36 wherein the viewer characteristic information
2 includes hardware capabilities of a viewer entertainment system.

1 39. (New) --The method of claim 29 wherein the rating comprises an indication of a
2 proportion of viewer feedback which is positive toward the broadcast.

1 40. (New) --The method of claim 36 wherein generating a rating comprises
2 generating a rating using the viewer characteristic information to generate separate ratings for
3 different categories of viewers.

1 41. (New) --The method of claim 29 further comprising providing the rating of the
2 broadcast to programming providers.

1 42. (New) --The method of claim 29 wherein providing the rating comprises
2 providing the rating along with a programming guide.

1 43. (New) --The method of claim 29 wherein providing the rating comprises
2 repeatedly updating provided ratings as viewer feedback is received.

1 44. (New) --The method of claim 29 further comprising presenting a programming
2 guide of available broadcasts to a viewer wherein the available broadcasts are ranked based
3 on the rating.

AI
cont 1 45. (New) --The method of claim 36 further comprising:
2 assembling a list of available broadcasts using viewer characteristic information for a
3 selected viewer;
4 ranking the available broadcasts in the list based on the rating for each respective
5 broadcast; and
6 presenting a programming guide showing the ranked list to the selected viewer.

1 46. (New) --The method of claim 36 further comprising presenting a programming
2 guide of available broadcasts to a viewer wherein the available broadcasts are ranked based
3 on the rating and on the viewer characteristic information.

1 47. (New) --The method of claim 36 further comprising presenting a programming
2 guide of available broadcasts to a viewer wherein the available broadcasts are ranked based
3 on viewer characteristic information.

1 48. (New) --A method comprising:
2 receiving viewer feedback to a broadcast from a plurality of different viewers
3 of the broadcast;
4 generating a rating of the broadcast based at least in part on the received
5 viewer feedback to the broadcast, the rating indicating a likelihood of interest in the
6 first broadcast for potential subsequent viewers; and
7 providing the rating of the broadcast through an electronic communications
8 device for display to potential subsequent viewers of the broadcast.

AI
cont

1 49. (New) --The method of claim 48 wherein receiving viewer feedback comprises
2 providing a questionnaire to a viewer to provide feedback.

1 50. (New) --The method of Claim 48 wherein receiving viewer feedback comprises
2 receiving answers to a questionnaire, the questionnaire including questions that are specific
3 to the broadcast.

1 51. (New) --The method of claim 48 further comprising offering an incentive to the
2 viewer to encourage the viewer to provide viewer feedback.

1 52. (New) --The method of claim 48 further comprising receiving viewer
2 characteristic information along with the viewer feedback.

1 53. (New) --The method of claim 52 wherein the viewer characteristic information
2 includes hardware capabilities of a viewer entertainment system.

1 54. (New) --The method of claim 52 wherein generating a rating comprises
2 generating a rating using the viewer characteristic information to generate separate ratings for
3 different categories of viewers.

1 55. (New) --The method of claim 48 wherein providing the rating comprises
2 providing the rating along with a programming guide.

1 56. (New) --The method of claim 48 wherein providing the rating comprises
2 repeatedly updating provided ratings as further feedback from additional ones of the plurality
3 of viewers is received.

1 57. (New) --The method of claim 48 further comprising presenting a programming
2 guide of available broadcasts to a viewer wherein the available broadcasts are ranked based
3 on the rating.

1 58. (New) --The method of claim 52 further comprising:

2 assembling a list of available broadcasts using viewer characteristic information for a
3 selected viewer;
4 ranking the available broadcasts in the list based on the rating for each respective
5 broadcast; and
6 presenting a programming guide showing the ranked list to the selected viewer.

1 59. (New) --The method of claim 52 further comprising presenting a programming
2 guide of available broadcasts to a viewer wherein the available broadcasts are ranked based
3 on viewer characteristic information.

AI
cont
1 60. (New) --A machine-readable medium having stored thereon data representing
2 sequences of instructions which, when executed by a machine, cause the machine to perform
3 operations comprising:
4 presenting a broadcast to a viewer;
5 receiving viewer feedback to the broadcast;
6 generating a rating of the broadcast based at least in part on the received
7 viewer feedback to the broadcast, the rating indicating a likelihood of interest in the
8 first broadcast for potential subsequent viewers; and
9 providing the rating of the broadcast to potential subsequent viewers.

1 61. (New) --The medium of claim 60 wherein the instructions causing the machine to
2 perform operations comprising receiving viewer feedback further comprise instructions
3 causing the machine to perform operations comprising providing a questionnaire in response
4 to a request from a viewer to provide feedback.

1 62. (New) --The medium of claim 60 wherein the instructions causing the machine to
2 perform operations comprising generating a rating further comprise instructions causing the
3 machine to perform operations comprising generating a rating using viewer characteristic
4 information to generate separate ratings for different categories of viewers.

AI
cont
1 63. (New) --The medium of claim 60, the instructions causing the machine to
2 perform operations further comprising:
3 assembling a list of available broadcasts using viewer characteristic information for a
4 selected viewer;
5 ranking the available broadcasts in the list based on the rating for each respective
6 broadcast; and
7 presenting a programming guide showing the ranked list to the selected viewer.

1 64. (New) --A machine-readable medium having stored thereon data representing
2 sequences of instructions which, when executed by a machine, cause the machine to perform
3 operations comprising:
4 receiving viewer feedback to a broadcast from a plurality of different viewers of the
5 broadcast;

6 generating a rating of the broadcast based at least in part on the received viewer
7 feedback to the broadcast, the rating indicating a likelihood of interest in the first
8 broadcast for potential subsequent viewers; and
9 providing the rating of the broadcast through an electronic communications device for
10 display to potential subsequent viewers of the broadcast.

1 65. (New) --The medium of claim 64 wherein the instructions causing the machine to
2 perform operations comprising generating a rating further comprise instructions causing the
3 machine to perform operations comprising generating a rating using viewer characteristic
4 information to generate separate ratings for different categories of viewers.

AI
cont
1 66. (New) --The medium of claim 64 wherein the instructions causing the machine to
2 perform operations comprising providing the rating further comprise instructions causing the
3 machine to perform operations comprising providing the rating along with a programming
4 guide.

1 67. (New) --The medium of claim 64, the instructions causing the machine to
2 perform operations further comprising:
3 assembling a list of available broadcasts using viewer characteristic information for a
4 selected viewer;
5 ranking the available broadcasts in the list based on the rating for each respective
6 broadcast; and
7 presenting a programming guide showing the ranked list to the selected viewer.

AI
cont

1 68. (New) --An entertainment system controller comprising:
2 a storage medium to store a questionnaire regarding a broadcast that is presented to a
3 viewer on a display device;
4 control circuitry to provide a feedback questionnaire to a viewer of the broadcast;
5 a viewer interface to receive viewer feedback to the broadcast based on the feedback
6 questionnaire; and
7 a communications interface to provide the viewer feedback to the broadcast to a
8 server system and to receive ratings from the server system regarding other available
9 broadcasts based on viewer feedback from other viewers, the ratings indicating a likelihood
10 of interest in the available broadcasts for the viewer,
11 wherein the control circuitry further provides the ratings regarding other available
12 ~~broadcasts to the viewer~~

1 69. (New) --The entertainment system controller of claim 68 wherein the control
2 circuitry retrieves the questionnaire ~~from the~~ storage medium in response to a request from
3 ~~the viewer.~~

1 70. (New) -- The entertainment system controller of claim 68 wherein the
2 communications interface comprises at least one of a local area network, a wide area
3 network, internet, cable television line, twisted pair line, fiber optic line, or radio frequency
4 communications interface.

1 71. (New) --The entertainment system controller of claim 68 wherein the
2 communications interface provides viewer characteristic information to the server system
3 along with the viewer feedback.

1 72. (New) --The entertainment system controller of claim 68 further comprising a
2 register containing information regarding of the entertainment system of the viewer and
3 wherein the communications interface provides the hardware capabilities information from
4 the register to the server system along with the viewer feedback.

1 73. (New) --The entertainment system controller of claim 68 further comprising a
2 storage medium to store information regarding available broadcasts and wherein the control
3 circuitry
4 assembles a list of available broadcasts using viewer characteristic information for a
5 selected viewer;
6 ranks the available broadcasts in the list based on the rating for each respective
7 broadcast; and
8 presents a programming guide showing the ranked list to the selected viewer.

1 74. (New) --An entertainment server system comprising:
2 a communications interface to receive viewer feedback to a broadcast from a plurality
3 of different viewers of the broadcast; and
4 a processor to generate a rating of the broadcast based at least in part on the received
5 viewer feedback to the broadcast, the rating indicating a likelihood of interest in the first
6 broadcast for potential subsequent viewers, wherein

7 the communications interface provides the rating of the broadcast to viewer
8 entertainment systems for display to potential subsequent viewers of the broadcast.

1 75. (New) --The system of claim 74 further comprising a programming guide server
2 to provide a programming guide to viewer entertainment systems through the
3 communications interface the broadcasts of the programming guide being associated with a
4 ~~rating~~

1 76. (New) --The system of claim 74 wherein the communications interface receives
2 viewer characteristic information along with the viewer feedback and wherein the control
3 circuitry generates a rating using the viewer characteristic information to generate separate
4 ratings for different categories of viewers.

1 77. (New) -- The system of claim 74 further comprising a storage medium to
2 store information regarding available broadcasts and wherein the control circuitry
3 assembles a list of available broadcasts using viewer characteristic information for
4 a selected viewer;
5 ranks the available broadcasts in the list based on the rating for each respective
6 broadcast; and
7 wherein the communications interface provides a programming guide showing the
8 ranked list to an entertainment system of the selected viewer.